

CASE STUDY

When Women Return to Work—Diversity Hiring in India

The Situation

An international financial company needed to fill many IT-related positions—but with a very specific caveat: all job candidates had to be women returning to the workforce after an absence of at least six months. Further, they needed to have excellent technical and communication skills, plus two to 19 years of experience in IT.

All candidates had to be women returning to the workforce

Diversity hiring requirements made recruitment challenging



The Client

The client is a global leader in asset management, investment banking, technology, and operations. Some of the client's responsibilities include:

Mutual fund and wealth management

Brokerage firm operations

Fund distribution and investment advice

While the client is globally headquartered in the United States, it has an office in India with more than 5,000 employees.



Our History

Acara started working with the client in 2011. Since then, Acara has closed more than 600 positions for the client, including direct placement, executive hiring, and more than 60 leadership positions.



The Challenge

The limitations of the diversity hiring requirements made job recruitment difficult. Challenges included:

- Sourcing profiles from an inactive talent pool
- Targeting passive candidates
- Competing with the client's pre-existing vendor
- Preventing no-shows during the interview process

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The Solution

To meet the client's very specific requirements, our team identified active profiles, regenerated active profiles, opened lines of communication, and reduced no-shows on interview day. Our objectives were to:

- Market map active profiles in our databases and on job boards
- Dig up several leads and referrals from active profiles
- Develop ad campaigns on LinkedIn and Facebook
- Post job openings on several online job portals
- Distribute mass emails and text messages
- Create WhatsApp groups as a resource for candidates
- Track the status of every candidate
- Devise a follow-up plan with multiple touchpoints

The Results

Our programme generated the following results:

81%
interview
attendance rate

73%
of the client's
candidates sourced
by Acara

100%
closer relationship
between client and
Acara

Our team saw every challenge as an opportunity to share success. Ultimately, we provided high-quality candidates that fulfilled our client's diversity hiring requirements with maximum efficiency.

About Acara Solutions India

Acara Solutions India is an award-winning staffing and recruiting firm offering a full range of customized talent solutions, including contingent staffing, direct placement, payrolling, contract-to-direct, executive search, and recruitment process outsourcing. With offices in Chennai and Bangalore, Acara serves as a trusted staffing partner to companies across all industries. Acara Solutions India is part of Aleron, a group of companies that has been delivering workforce and business solutions for more than 60 years. For more information, please visit acarasolutions.in and follow us on Twitter, Facebook, and LinkedIn.

Acara operates offices across most major U.S. cities and states, as well as international locations in Argentina, Belgium, Canada, China, England, India, Mexico, Poland, Slovakia, and South Africa.

Acara Solutions India, An Aleron Company

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Identified and regenerated active profiles and reduced interview no-shows



Fulfilled our client's diversity hiring requirements with maximum efficiency



ACARA

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